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**CLAIMS**

1. A bottle capsule incorporating a tag containing information wherein the tag and capsule are so arranged as to permit separation of the tag from the capsule to form two disconnected sections, the section forming the tag retaining the information.
2. A bottle capsule incorporating a tag whereon information associated for example, with the contents (or a vendor thereof) of a bottle that the capsule is to be fitted, is applied, wherein the tag and capsule are so arranged as to permit separation of the tag from the capsule to form two disconnected sections, the section forming the tag, retaining the information.
3. A bottle capsule as claimed in claim 1 or claim 2, wherein the tag incorporates a material containing pre-printed matter.
4. A bottle capsule as claimed in claim 3, wherein material contains pre printed matter in the form of a text message.
5. A bottle capsule as claimed in any preceding claim, wherein the tag is integrally formed or integrally assembled with the capsule.
6. A bottle capsule as claimed in any preceding claim, wherein the arrangement to separate the tag from the remainder of the capsule is through the use of a number of frangible sections, wherein a number of additional frangible sections not parallel with the tag-capsule frangible sections also exist to aid the complete removal of the capsule from a bottle to which the capsule has been fitted.
7. A bottle capsule as claimed in any preceding claim, wherein the tag is formed from at least the same material as the capsule.
8. A bottle capsule as claimed in any preceding claim, wherein the length of the tag may be greater than the largest circumference swept out by the capsule when fitted to the bottle.

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9. A bottle capsule as claimed in any preceding claim, wherein removal of the tag results in the automatic removal of the entire capsule from a bottle that the capsule has been fitted to.
10. A bottle capsule as claimed in any preceding claim, wherein the tag when the bottle capsule is fitted to a bottle, is located above the bottle flange.
11. A bottle capsule substantially as herein described with reference to and as illustrated in figure 1 of the accompanying drawing.
12. A bottle incorporating a bottle capsule as claimed in any preceding claim.
13. A method of applying information to a bottle capsule of the type herein described comprising the steps of:
- 1) applying the information onto a material capable of accepting a number of inks;
  - 2) fitting the material to a tag of a bottle capsule and;
  - 3) fitting the bottle capsule to a bottle.
14. A bottle label incorporating a tag containing information, wherein the tag and label are so arranged as to permit separation of the tag from the label to form two disconnected sections, the section forming the tag retaining the information.
15. A bottle label incorporating a tag whereon information associated for example, with the contents (or a vendor thereof) of a bottle that the label is to be fitted, is applied, wherein the tag and label are so arranged as to permit separation of the tag from the label to form two disconnected sections, the section forming the tag, retaining the information.
16. A bottle label as claimed in claim 14 or claim 15, wherein the tag incorporates a material containing pre-printed matter.
17. A bottle label as claimed in claim 16, wherein material contains pre printed matter in the form of a text message.

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18. A bottle label as claimed in any one of claims 14-17, wherein the tag is integrally formed or integrally assembled with the label.
19. A bottle label as claimed in any one of claims 14-18, wherein the arrangement to separate the tag from the remainder of the label is through the use of a number of frangible sections, wherein a number of additional frangible sections not parallel with the tag- label frangible sections also exist to aid the removal of a portion of the label from a bottle to which the label has been fitted.
20. A bottle label as claimed in any one of claims 14-19, wherein the tag is formed from at least the same material as the label.
21. A bottle label substantially as herein described.
22. A bottle incorporating a label as claimed in any one of claims 14-21.
23. A method of applying information to a bottle label of the type herein described comprising the steps of:
- 1) applying the information onto a material capable of accepting a number of inks;
  - 2) fitting the material to a tag of a bottle label and;
  - 3) fitting the bottle label to a bottle.